

# Advertising Graphics Block Pattern Parameter Design based on AutoCAD

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**Abstract:** Advertising graphics block is an important part of advertising industry, and AutoCAD is an important part of advertising graphics block, it plays an important role in the process of advertising development. Based on AutoCAD, advertising graphics block pattern parameter design mainly considers the specific type of advertisement, the completeness of the pattern and the specific requirements for parameters.

**Keywords:** Advertising graphics block; Pattern; Parameter

## 1. Introduction

In recent years, the advertising industry has been flourishing in the world. With the continuous development of the economy and the strengthening links between countries, the advertising industry is playing an increasingly important role in the development. Advertising becomes a vital part of a brand and the development of industrial products. Various kinds of advertisements emerge endlessly, which drives the development of this industry and related industries. Based on AutoCAD, advertising graphics block pattern parameter design mainly considers the specific type of advertisement, the completeness of the pattern and the specific requirements for parameters.

## 2. Specific Types of Advertising

The specific types of advertising influence the future of advertising, and advertising industry is a relatively new industry developed in recent years. Although there used to be an advertising industry, with the development of economy and technology, people's concept and way of thinking have changed greatly, and people pay more attention to the appearance and overall effect of products. With the rapid development of modern science and technology, if we want to let people understand the performance of products as much as possible in a short time, we must make efforts in advertising design. If the advertisement attracts the attention of consumers, the sales volume of the whole product may be greatly improved. Of course, in the process of advertising design, we should consider the specific type of advertising.

For some practical products, advertising design should around the performance of the product. In particular, for some daily necessities, we should let consumers understand the actual effects of products in the shortest possible time. For example, in the flour industry, we should first let consumers know that the quality is guaranteed, so that consumers will be more assured. At the same time,

the advertising design should also let consumers understand the advantages of this product compared with other products, and the reasons why consumers are willing to accept it. Only unique can make consumers more satisfied. To practical product, it needs to let consumers feel its discount and practicability. Generally speaking, the daily demand of practical product is bigger, and it is often used. Therefore, only by increasing its preferential degree, can consumers have stronger purchasing power. Discount is the life and soul of practical products, only good quality and low price can really let consumers understand the attraction. Therefore, to the advertisement designer, its importance is self-evident. It is always the key to product consumption, and it is also the internal power of consumer consumption.

And to a few high-end luxury goods, it should pay more attention to the external packing and connotation of the product. It differs from practical product, and it pays attention to the gold content of product, and it is the appearance of the product. Due to different consumer groups, high-end luxury goods mostly involve people with high consumption level and requirements. Since it is a luxury, the appearance of the product should be paid attention to. There are many luxury goods that are synonymous with reciprocity. It carries the bridge and bond of interpersonal relationship. Therefore, in the advertising design of products, consumers should be able to see the external packaging of products in the shortest time, and the design of this packaging should meet the aesthetic requirements of consumers as far as possible. In this way, it can attract consumers' attention and let them understand the product faster. Generally speaking, with the continuous development of the current economy and the deepening of the consumption concept, high-end luxury goods focus on simplicity and elegant rather than happy expression. In addition, influenced by the current concept of sustainable development, people pay more attention to

simple and generous packaging requirements. Therefore, more attention should be paid to this concept in the process of advertising design. If necessary, this concept can be incorporated into an important part of advertising design. For example, some of the high-end luxuries related to ecological environmental protection must add to the current popular concept when conducting advertising design.

The specific type of advertising plays a crucial role in the design of advertising, which has a profound impact on the development of the advertising industry and the sales of products. Advertising industry is the pioneer of the times, but also the requirements of the development of the times. In order to have good results in the development, we must learn to design excellent advertising. A good advertisement is like packaging a pair of bright eyes for a product. A good advertisement plays an important role in the process of product sale.

### **3. The Completeness of the Pattern**

The completeness of pattern also plays a crucial role in the advertising industry. This can be analyzed from two meanings. The first is the completeness of connotation, and the second is the external completeness.

The completeness of connotation refers to the function carried by the actual effect of specific connotation in the process of advertising design. The connotation of advertising is extremely important. A beautiful appearance of the advertising design cannot be called the real advertisement. Advertising is an important carrier, and its design is to let consumers understand its specific form as well as its profound connotation. For example, in the advertising design process of Wahaha yogurt, we should not only let consumers understand that this product is a convenient product that is ready to eat with open lid, but also let consumers know that this product is suitable for children and young friends, and of course, more suitable for all the people. The most important thing is to let consumers understand that this product is beneficial to physical and mental health, and there are no elements that do great harm to the body. After eating, it can bring physical enjoyment to consumers. These are the three effects of this advertisement. Only when these three effects are presented to consumers at the same time, can the product be favored by consumers, and can it be widely sold to produce more high-quality products.

Of course, the advertising design process is also a process of continuous contact and communication with products. Advertising design is important, but it needs to be supported by product quality. If there is a problem with the quality of the product, then the design of the advertisement will only become a lie and affect the normal and legitimate consumption of consumers. In recent years, there have been frequent incidents about food problems in the food industry. Behind these problems,

several departments should constantly reflect, except the most direct food sector, other industries have great responsibility. Only when products and advertisements are better integrated, can the development prospects of products be more brilliant. Therefore, the completeness of advertising design connotation is particularly important, and connotation affects the success or failure of product development market, so it is an important link of advertising design in the process of product development.

External completeness is also an important aspect of the advertising design process. The external shape directly faces consumers and attracts their eyes. The visual perception of a product is particularly important. If the appearance of the product does not conform to the consumer's aesthetic, such a product is difficult to sale well. Packaging design should first have a refined advertising language. In today's fast-paced society, consumers' patience is greatly reduced. Few consumers spend much time looking at specific advertisements. Long-winded advertising slogans are easily offensive to consumers. Therefore, the design of external completeness is based on simplicity and clarity. Secondly, since the emphasis is on completeness and the design must have a high degree of generalization and conciseness to make it clear to consumers. The design of some advertising slogans is not very targeted for products. Sometimes consumers still do not understand the specific use and efficacy of products after reading all the advertising slogans. Although such advertising slogans are completeness, the effect is often not good. Some advertising language only have a few words, and the first half of the sentence vaguely let consumers feel the advantages of the product with a certain attraction, but the second half of the sentence is not very close to the actual effect of the product. Such advertising language cannot be called a complete advertising language. However, some advertising language is defective, which can easily lead to ambiguity among consumers. Such advertising language also cannot be called a complete advertising language. The appearance of advertising language carries the first impression of advertising development and it is also the key to the development of advertising industry. A good advertising slogan can make the consumers who have no purchase desire have stronger purchasing power, which is the charm of advertising slogan. To some extent, the design of advertising slogan carries the success or failure of product consumption. A good advertising slogan is a living textbook of product development.

The completeness of pattern is related to the sales volume of a product, and it is an important carrier and bridge to carry the development of products. Advertising slogan embodies many efforts of advertising designers, and it is an important part of the development of the advertising industry. The connotation of pattern is the soul of product development, and the exterior of pattern is the first pro-

ductive force and important carrier in product development. They play an important role in the process of advertising development, carrying the development of products from the beginning to the end.

#### 4. Specific Requirements for Parameters

Specific requirement for parameters is another important part of advertising language design. The specific requirements for parameters must have professional advertising personnel to responsible for. The importance of parameters is self-evident. Parameters are not only the standard of advertising reference, but also one of the important references of product sales, which play an important role in the process of advertising design.

For the specific requirements of parameters, first of all, it should meet the requirements of the scientific standard of parameters. If the parameters do not meet the requirements, then the design of advertising will not get the desired effect. The parameters are specified according to the standards of specific things. Different things have different standards, and even similar things have different parameters. Therefore, parameter selection is an important part of advertising design.

For the specific requirements of parameters, secondly, the forefront of the product and the latest development trend should be grasped. The specific requirements for parameters are not the same in different stages of product development, so the huge value of parameters should be given full play when considering parameters. Only select good parameters, products can achieve the desired effect. The whole product development process will be smoother. In the initial stage of development, the product has strict requirements on its parameters. Only the parameters that meet the requirements can make the product sell well. With the continuous development of product sales, especially when the product sales increase, the requirements on parameters will be reduced compared with the previous. Parameter is an important index to measure a product, which plays a vital role in the development of product. Parameters are related to the development of things, and also determine the main link of the development. A good parameter is a catalyst for product development, and the parameter is like a supporter behind a successful person. For the advertising design industry,

even if it has a bright appearance, without the support of specific parameters, the product development is still greatly reduced. Parameters are related to the whole process of product development and play an important role in the process of product development.

#### 5. Conclusions

Advertising graphics block pattern parameter design based on AutoCAD plays a vital role in the process of advertising development, and it is the lifeblood and soul of advertising design industry. Parameters are an important part concerning the advertisement and products. The importance of parameter design is self-evident. Based on AutoCAD, advertising graphics block pattern parameter design mainly considers the specific type of advertisement, the completeness of the pattern and the specific requirements for parameters. These are related to the development of advertising. The specific type of advertising determines the design of advertising language and the specific requirements of other aspects of advertising design, and it is an important part that cannot be ignored in advertising industry; The completeness of pattern determines the success or failure of advertising design industry and product sales, and it plays a crucial role in the development of products and advertising; The specific requirements for parameters can be divided into different types. The specific requirements for parameters of different things are different, and the specific requirements for parameters of the same thing in different stages of development are also different. The design and specific requirements of parameters is an important part of advertising graphics block pattern parameters design based on AutoCAD.

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